

# FACSIMILE COVER SHEET

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*The Law Offices of*  
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From: John C. Pokotylo, Esq.

Date: May 14, 2010

Number of Pages Including Cover: 15

MESSAGE: FORMAL SUBMISSION OF:

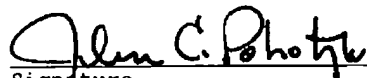
- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.); and
- 3) Request for Reconsideration (12 pgs.).

Attorney Docket No.: Google-74 (GP-282-00-US)  
Appl. No.: 10/814,104  
Applicants: Paul BUCHHEIT, et al.  
Filed: March 31, 2004  
Title: RENDERING CONTENT-TARGETED ADS WITH E-MAIL  
TC/A.U.: 3688  
Examiner: Daniel Lastra

CERTIFICATE OF FACSIMILE TRANSMISSION

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Modified PTO/SB/21 (08-00)

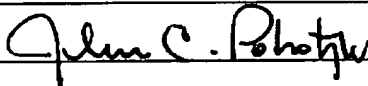
Approved for use through 10/31/2002. OMB 0651-0031

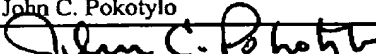
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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<b>TRANSMITTAL FORM</b>  <i>(to be used for all correspondence after initial filing)</i>	<b>Application Number</b>	10/814,104
	<b>Filing Date</b>	March 31, 2004
	<b>First Named Inventor</b>	Paul BUCHHEIT
	<b>Group Art Unit</b>	3688
	<b>Examiner Name</b>	Daniel Lastra
<b>Total Number of Pages in This Submission</b>		<b>Attorney Docket Number</b> Google-74 (GP-282-00-US)

ENCLOSURES <i>(check all that apply)</i>		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i>
Remarks <div style="border: 1px solid black; height: 40px; width: 100%;"></div>		

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Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	May 14, 2010

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Date	May 14, 2010

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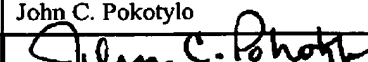
Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0851-0032  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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<h1 style="margin: 0;">FEE TRANSMITTAL</h1> <h2 style="margin: 0;">for FY 2008</h2> <p style="font-size: small; margin: 0;">Effective 09/30/2007. Patent fees are subject to annual revision.</p>		<b>Complete if Known</b>	
<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27		Application Number	
		Filing Date	
		First Named Inventor	
		Examiner Name	
		Art Unit	
TOTAL AMOUNT OF PAYMENT		(\$ ) 0.00	
		Attorney Docket No. Google-74 (GP-282-00-US)	

<b>METHOD OF PAYMENT (check all that apply)</b> <input type="checkbox"/> Check <input type="checkbox"/> Credit card <input type="checkbox"/> Money Order <input type="checkbox"/> Other <input type="checkbox"/> None <input checked="" type="checkbox"/> Deposit Account: Deposit Account Number: 50-1049 Deposit Account Name: Straub & Pokotylo <p style="font-size: small;">The Commissioner is authorized to: (check all that apply)  <input checked="" type="checkbox"/> Charge any underpayment of fee(s) indicated below <input checked="" type="checkbox"/> Credit any overpayments  <input checked="" type="checkbox"/> Charge any fee(s) due in connection with the filing submitted herewith  <input checked="" type="checkbox"/> Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.</p>	<b>FEE CALCULATION (continued)</b> <b>3. ADDITIONAL FEES</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Large Entity</th> <th colspan="2">Small Entity</th> <th rowspan="2">Fee Description</th> <th rowspan="2">Fee Paid</th> </tr> <tr> <th>Fee Code</th> <th>Fee (\$)</th> <th>Fee Code</th> <th>Fee (\$)</th> </tr> </thead> <tbody> <tr> <td>1051</td> <td>130</td> <td>2051</td> <td>65</td> <td>Surcharge - late filing fee or oath</td> <td></td> </tr> <tr> <td>1052</td> <td>50</td> <td>2052</td> <td>25</td> <td>Surcharge - late provisional filing fee or cover sheet</td> <td></td> </tr> <tr> <td>1053</td> <td>130</td> <td>1053</td> <td>130</td> <td>Non-English specification</td> <td></td> </tr> <tr> <td>1812</td> <td>2,520</td> <td>1812</td> <td>2,520</td> <td>For filing a request for ex parte reexamination</td> <td></td> </tr> <tr> <td>1804</td> <td>920*</td> <td>1804</td> <td>920*</td> <td>Requesting publication of SIR prior to Examiner action</td> <td></td> </tr> <tr> <td>1805</td> <td>1,840*</td> <td>1805</td> <td>1,840*</td> <td>Requesting publication of SIR after Examiner action</td> <td></td> </tr> <tr> <td>1251</td> <td>130</td> <td>2251</td> <td>65</td> <td>Extension for reply within first month</td> <td></td> </tr> <tr> <td>1252</td> <td>490</td> <td>2252</td> <td>245</td> <td>Extension for reply within second month</td> <td></td> </tr> <tr> <td>1253</td> <td>1,110</td> <td>2253</td> <td>555</td> <td>Extension for reply within third month</td> <td></td> </tr> <tr> <td>1254</td> <td>1,730</td> <td>2254</td> <td>865</td> <td>Extension for reply within fourth month</td> <td></td> </tr> <tr> <td>1255</td> <td>2,350</td> <td>2255</td> <td>1,175</td> <td>Extension for reply within fifth month</td> <td></td> </tr> <tr> <td>1401</td> <td>540</td> <td>2401</td> <td>270</td> <td>Notice of Appeal</td> <td></td> </tr> <tr> <td>1402</td> <td>540</td> <td>2402</td> <td>270</td> <td>Filing a brief in support of an appeal</td> <td></td> </tr> <tr> <td>1403</td> <td>1,080</td> <td>2403</td> <td>540</td> <td>Request for oral hearing</td> <td></td> </tr> <tr> <td>1451</td> <td>1,510</td> <td>1451</td> <td>1,510</td> <td>Petition to institute a public use proceeding</td> <td></td> </tr> <tr> <td>1452</td> <td>540</td> <td>2452</td> <td>270</td> <td>Petition to revive - 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late filing fee or oath		1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet		1053	130	1053	130	Non-English specification		1812	2,520	1812	2,520	For filing a request for ex parte reexamination		1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action		1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action		1251	130	2251	65	Extension for reply within first month		1252	490	2252	245	Extension for reply within second month		1253	1,110	2253	555	Extension for reply within third month		1254	1,730	2254	865	Extension for reply within fourth month		1255	2,350	2255	1,175	Extension for reply within fifth month		1401	540	2401	270	Notice of Appeal		1402	540	2402	270	Filing a brief in support of an appeal		1403	1,080	2403	540	Request for oral hearing		1451	1,510	1451	1,510	Petition to institute a public use proceeding		1452	540	2452	270	Petition to revive - unavoidable		1453	1,620	2453	810	Petition to revive - unintentional		1501	1,510	2501	755	Utility issue fee (or reissue)		1502	860	2502	430	Design issue fee		1503	1,190	2503	595	Plant issue fee		Petitions to the Commissioner - check fee sheet						1807	50	1807	50	Processing fee under 37 CFR 1.17(c)		1808	180	1808	180	Submission of Information Disclosure Stmt		8021	40	8021	40	Recording each patent assignment per property (times number of properties)		1809	810	2809	405	Filing a submission after final rejection (37 CFR 1.129(a))		1810	810	2810	405	For each additional invention to be examined (37 CFR 1.129(b))		1801	810	2801	405	Request for Continued Examination (RCE)		1802	900	1802	900	Request for expedited examination of a design application		Other fee (specify) _____						* Reduced by Basic Filing Fee Paid <b>SUBTOTAL (3)</b> (\$ ) 0.00					
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<b>SUBMITTED BY</b>		(Complete if applicable)	
Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242
Signature		Telephone	(732) 936-1400
		Date	May 14, 2010

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